

Tobacco Revenue, Use Spending and Tracking Commission Office of Tobacco Education and Prevention Program (TEPP)

January 11, 2006

United Healthcare of Arizona
3141 North 3rd Avenue
Phoenix, Arizona 85013

MINUTES

Members Present: Matthew Madonna – Chairman
Linda Bailey
Dr. Wil Counts
Benton Davis
Rosa Garcia
Dr. Shelly Hall
Dr. Kelly Hsu
Dr. Keith Kaback (by phone)
Violet Mitchell-Enos
Dr. Babak Nayeri
Bill Pfeifer
Librado M. Ramirez
Dana Russell
Bertha Sepulveda

Members Absent: Dr. Hugh Miller

ADHS Staff: Jeanette Shea-Ramirez – Deputy Assistant Director, ADHS
Georgina Lowe – Division Finance Officer
Patricia Tarango – Office Chief, TEPP
Dilia Loe – Senior Program Manager, TEPP
Emma Viera-Negron – Senior Epidemiology Manager
April Lawless – Senior Health Marketing Manager, TEPP
Bob Leischow – Health Education Account, Chronic Disease
Teresa Koehler – Administrative Assistant III, TEPP

Presenters: Patricia Tarango – Office Chief, TEPP
April Lawless – Senior Health Marketing Manager, TEPP
Claire Brown – Evaluator with TEPP/University of Arizona
Bob Leischow – Health Education Account, Chronic Disease
John Craft – Cancer Society
Nancy Cohns – Lung Association
Cheryl Litzin – Native American Health Center

Public Attendees: Marla Jirak - TEPP/University of Arizona
Michele Walsh - TEPP/University of Arizona
Michelle Pabis – American Cancer Society
Karen Martin – Pima County Health Department
Susan Williams – Mohave County
Donna Beedle – Maricopa County
Don Morris

Call to Order

Mr. Madonna, TRUST Commission Chairperson, called the meeting to order at 10:00 am ... welcome the TRUST members and visitors.

Mr. Madonna: Reviewed agenda items and explained the guidelines, procedure regarding public commentary related to the “Speaker’s Slip”. The public commentary section is limited to five minutes at the end of the meeting and that time is divided up between the number of individuals wishing to speak. The slips are given to Teresa Koehler. Teresa will be the coordinator and timekeeper for the public comment.

Approval of Minutes

Mr. Madonna: Announced that December meeting minutes must be approved. Mr. Madonna raised a motion to approve the minutes of the December meeting as distributed.

Mr. Pfeiffer: So moved.

Mr. Madonna: Second.

Ms. Garcia: Requested that a correction be made on page 5 of 17.

Mr. Madonna: Announced discussion – correction.

Ms. Garcia: Stated that she did not suggest that goal number one be removed and that Ms. Mitchell-Enos had made that suggestion.

Mr. Madonna: Asked if there were any other question, comments, or changes to the minutes as distributed. If not, all those in favor of accepting the minutes say, “Aye”. All say, “Aye”. Minutes for the December meeting approved.

Chairman’s Report

Mr. Madonna: Addressed members and visitors to remind them that we are now on the bi-monthly meeting schedule and that we will be meeting for 10:00 a.m. to 4 p.m. every other month.

- ▶ Reviewed new meeting schedule.
- ▶ Announced March 8 meeting to be held at United HealthCare.
- ▶ Suggested the need for a long range strategic plan.
- ▶ Announced a political alert: a new initiative on the street to raise the tobacco tax another eighty cents and most, if not all the money will go to education; stating that this initiative does not include back fill language. Back fill language, when discussing tobacco tax issues, should include the consideration of “price elasticity”. Price elasticity makes known that for every 10% increase that there is a 6% decrease. Without the consideration of price elasticity, there will be a significant impact on the existing tobacco tax revenue. What does this mean? This means that TEPP could experience a 20% – 40% decline in revenue starting next year. This initiative has been filed and the language can not be changed now. Discussion occurred regarding the details of the initiative between the members. The discussion did not include recommendations or suggests to actions to be taken by the members.

Mr. Madonna: Announced TEPP Office Chief, Patricia Tarango

Office Chief’s Report

Ms. Tarango: Announced the ADHS/TEPP organizational changes.

- ▶ New Staff
 - Emma Viera-Negron, Senior Epidemiologist Manger
 - Bob Leischow, Program Administrator
- ▶ Staff Vacancies:
 - Public Relations Manager
 - Multicultural Health Marketing Manager
 - Epidemiologist
 - Health Educator
 - Administrative Services Officer
- ▶ Revised organizational chart

Ms. Tarango: Reported on the completion, approval, and distribution of the 2005 TRUST Annual Report.

Ms. Tarango: Reported on the strategic plan, the TEPP program plan, that is for the Office of Tobacco Education and Prevention Program to be able to move forward with activities that we are going to be reporting on and that support the Department’s overall measures that we will be reporting back to the Governor’s Office and to other individuals within the Department of Health Services.

- ▶ Provided copies of revised plan, the TEPP program plan, not the statewide plan.
- ▶ SMART Objectives.
- ▶ 18 Month Operational Plan ... March 2006.

- ▶ Draft – Executive Summary ... March 2006.
- ▶ Draft – 2007 Financial Plan ... May 2006.

Ms. Tarango: Reported on the financial update.

- ▶ Financial Update for 2006
 - Financial chart for revenues, total revenues are below the second quarter projection.
 - Financial chart for expenditures, December expenditures are recorded until January.
 - Spoke to contractors regarding funding and re-directing funds as necessary.
 - Discussed \$\$ in previous years and provided handout. Current ADHS policy is to leave \$\$ in the year that they were accrued. ADHS expectation is to spend all \$\$'s in the year that they were accrued.

Mr. Pfeifer: Moved that the TRUST Commission recommend to the Tobacco Education and Prevention Program that we allocate a significant amount of the surplus to a Secondhand Smoke Media campaign to be implemented in this fiscal year.

Dr. Nayeri: Second

Mr. Madonna: Asked ... any discussion? Members discussed and Ms. Tarango was requested to come back with a Secondhand Smoke campaign plan.

Mr. Madonna: Asked, “All those in favor, say “Aye”. All say, “Aye”. Activity break announced.

Ms. Lawless – Physical Activity Break

Lunch (11:45 – 12:15)

Mr. Madonna: Introduced April Lawless.

Ms. Lawless: Presented the Social Marketing Overview

- ▶ Social Marketing Planning Process
 - Social marketing is the use of marketing principles to influence human behavior and improve health or benefit society as a whole.
- ▶ What Social Marketing Is and Is Not
- ▶ Why Social Marketing
- ▶ Seven Phases of Social Marketing
 - Analyze the Environment
 - Conduct the Formative/Market Research
 - Set Goals and Objectives
 - Plan the Intervention

- Determine Strategies
- Develop Evaluation and Monitoring Strategy
- Establish Budgets
- Complete an Implementation Plan (operational plan)
- ▶ Presentation Resources
- ▶ Social Marketing Plan Development

Mr. Madonna: Introduced Claire Brown.

Ms. Brown: Presented on the 2003 Arizona Youth Tobacco Survey.

- ▶ Data
 - Data sponsored by CDC
 - Purpose of the survey is to provide prevalence rates of tobacco use among Arizona's school-based youths and to compare changes in the prevalence rates over time.
 - Survey limitations – not all youths are surveyed.
 - Comprehensive model of what influences youth to become smokers – or not?
 - Student Sample
 - Prevalence Rates
 - Current Use (30-day)
 - Ever Use
 - By Grade
 - By Gender
 - By Ethnic Group
 - Progression from not smoking to established smoking
 - Committed Never Smokers, Ever Smokers, Occasional Smokers, Initiated Smokers, Near-established Smokers, and Established Smokers by grade.
- ▶ Attitudes
 - Perceived social desirability of smoking
 - Have more friends
 - Looking cool or fitting in
 - Perceived benefits of smoking
 - Keeping weight down
 - Reducing stress
- ▶ Knowledge About Tobacco
 - Perceived dangers of tobacco – addiction
 - Perceived dangers of smoking
 - Perceived dangers of secondhand smoke
- ▶ Influence
 - Living with someone who smokes
 - Having friends who smoke
 - Media
 - Tobacco company marketing artifacts

- Social interventions

Unfinished Business: Chronic Disease Contracts Update

Mr. Madonna: Introduced Bob Leischow.

Mr. Leischow: Presented the Chronic Disease contract update.

- ▶ Request for Proposal (RFP)
- ▶ Request for Grant Applications (RFGA)
- ▶ Mini Grants

Mr. Leischow: Introduced Nancy Cohns.

Ms. Cohns: Presented on the American Lung Association of Arizona.

- ▶ Breathe Free Project
 - Early Detection and Screening of COPD
- ▶ What is COPD?
 - Chronic Obstructive Pulmonary Disease
 - Group of lung disease that includes emphysema and chronic bronchitis
- ▶ Risk Factors
 - Smoking
 - Air pollution
 - Secondhand smoke
 - History of childhood respiratory infections
 - Occupational exposure to industrial pollutants
- ▶ Project Goals
 - Increase the incidence of screening and early detection
 - Increase the number of individuals in the targeted area who understand the importance of screening and early detection
- ▶ Target Population/Area
- ▶ Program Objectives/Evaluation Tools
- ▶ Data Analysis of Evaluation Tools
 - Lung Health Screening Consent Form – Demographics
 - Community Survey
 - Providers
- ▶ Breathe Free: Year Two
 - Goals
 - Objectives
 - Operational Program Goals
- ▶ Preliminary Data Analysis – Provider Needs/Resource Assessments
 - Demographics
 - Interpretation of Analysis

- ▶ Preliminary Data Analysis – Patient/Caregiver Needs/Resource Assessment
 - Respondents (Caregivers/Patients)
 - Interpretation of Analysis

Mr. Madonna: Introduced John Craft.

Mr. Craft: Presented on the American Cancer Society.

- ▶ Colorectal Cancer (CRC) Screening Guidelines
- ▶ Program Description
 - Goal 1: Conduct statewide survey of gastroenterologists to assess capacity/barriers
 - Goal 2: Conduct survey of primary care physicians to define their attitudes to SRS screening
 - Goal 3: Conduct a survey of managed care organizations regarding attitudes and coverage
 - Goal 4: Conduct a CRC Capacity Building conference and introduce stakeholders to best practices and new strategies to increase screening rates
- ▶ Next Steps
 - Year Two: Proposal to increase CRC screening rates in targeted Arizona counties
 - Percentage of CRCs diagnosed in late stage by target county 1995-2000
- ▶ CRC Project – Scope of Work
 - Goal and Objectives

Mr. Madonna: Introduced Cheryl Litzin.

Ms. Litzin: Presented on the Native American Health Center.

- ▶ Project Staff Overview
- ▶ Projects Goals – Year 1
 - Evaluation
 - Target populations
 - Worksite
 - Community Based
 - School Based
- ▶ Worksite
 - Worksite Partnerships
 - Worksite Wellness
 - Worksite Achievements
 - Worksite – Year 2
 - Inter-Tribal Council of Arizona
 - Bureau of Indian Affairs
 - Phoenix Indian Center
 - Native American Connections
- ▶ School-based

- School Partnerships – Year 1
- Nutrition and physical activity
- School-based Data
- School-based Achievements
- Health and Behavior Changes: Survey comments
- School Partners – Year 2
 - Royal Palm, Washington School District
 - Palo Verde Elementary School
 - Richard W. Miller
 - Mountain View Elementary
 - Orangewood Elementary
 - Creighton School, Creighton District
 - Solano School, Osborn School District
- ▶ Community Population
 - Community Partners – Year 1
 - Community Events
 - Great American Smoke Out
 - Men’s Wellness Fair
 - Gila River Employee Health Fair
 - PIMC Women’s Expo
 - Native Health Fair
 - AK Chin Health Fair
 - Community Based – Year 1
 - Achievements
 - Nutrition and Physical Activity
 - Community Data
 - Community Partners – Year 2
 - ◆ Florence Crittenton
 - ◆ Tumbleweed
 - ◆ Thomas J. Pappas
 - ◆ NDNs4wellness

Public Commentary

Mr. Madonna: Asked Teresa, do we have any public comments or questions?

Ms. Koehler: Replied, “No, sir.”

Meeting Evaluation and Agenda Planning

Members – evaluate and review meeting format.

Mr. Madonna – Announced March meeting to be hosted by United Healthcare of Arizona.

Mr. Madonna – I will accept the **motion to adjourn** at 3:35 pm. Motion carried.

January 11, TRUST Meeting Items

► January meeting items that need a response at the March meeting:

1. Teresa Koehler ... to send Mr. Madonna an electronic copy of the TRUST 2005 Annual Report.
2. Patricia Tarango ... to develop a proposal for a process including a timeline that would be used to develop the Statewide Plan.
3. Patricia Tarango ... to provide 18 Month Operational Plan.
4. Patricia Tarango ... to draft Executive Summary to be included in Operational Plan.
5. Patricia Tarango ... to report on 2nd quarter expenditures to include the components of the 2006 projected total.
6. Patricia Tarango ... to develop a plan for a Secondhand Smoke campaign.

► January 11, 2006 ... new agenda items for March meeting:

1. Three presentations – Chronic Disease
2. Update on Strategic Plan
3. Office Chief - Executive Summary
4. Office Chief - next steps for moving forward on Statewide Plan ... including time line.

The TRUST Commission is a public meeting. In compliance with the State's open meetings laws, the recorded minutes for the January 2006 TRUST Commission meeting are available to the public three working days after the meeting. Please contact the TRUST Coordinator at the Office of Tobacco Education and Prevention Program, 602-364-0824, to make arrangements to hear the recorder minutes.

Patricia Tarango
Office Chief
Office of Tobacco Education and Prevention Program
Arizona Department of Health Services